



integrity - innovation - quality

GRAPHIC DESIGNER/WEBMASTER

Black Creek Integrated Systems is a leading national supplier of integrated electronic security systems for the correctional industry. As a result of our experience and reputation in the corrections industry, Black Creek's technology has become a standard nationwide for many architectural and engineering firms specializing in criminal justice work.

We are seeking a qualified person to assume the following responsibilities:

Essential Duties & Responsibilities

- Create designs, concepts, and sample layouts using knowledge of layout principles and aesthetic design concepts. Environmental signage, printed media, websites, software interfaces and e-mail media are included in the body of work for this position.
- Manage the Company brand through use of layout, design, font, color and consistent logo placement.
- Maintain Company website and update content, metatags, and images to illustrate marketing messages or product launches.
- Maintain search engine optimization strategies.
- Collaborate with Sales & Marketing team to determine the best message for advertising campaigns.
- Analyze and report on click-stream data and make recommendations for future site designs or strategic placement based on analysis
- Obtain photographs, illustrations and/or audio files either through photo shoot or stock resources to support advertising concepts.
- Write content for, and distribute, quarterly newsletter and press releases
- Manage Google AdWords PPC listings
- Support Sales & Marketing efforts as required

Qualifications

A Bachelor's degree in Business Management/Administration, Marketing, Communications, Public Relations or related field

- Must be able to work in a Microsoft Windows environment
- Strong web design skills with emphasis on visual creativity
- Strong typographic and photography skills
- Significant experience with CSS and JavaScript
- Significant experience with Photoshop, InDesign, Illustrator, Dreamweaver, Flash, Soundbooth, and video editing software such as Premier Pro
- Proficiency in Google Analytics, Google WebMaster Tools, Google AdWords, Power Point, Adobe Acrobat Pro
- Must have working knowledge of HTML and Action Script
- Thorough knowledge of Search Engine Optimization (SEO) techniques
- Capability of producing cross-browser/cross-platform pages/applications
- Flexible attitude with proven experience working in a corporate environment
- Strong communication skills with ability to understand and articulate ideas verbally and in writing
- Must be able to understand and use proper grammar and punctuation
- **Minimum three years experience**

Working at Black Creek

In addition to offering competitive compensation, we offer a generous benefit package that includes:

- 401(k) retirement plan
- Vacation/personal time program
- Paid holidays
- Health & dental insurance
- Life insurance
- Long term disability insurance
- Tuition reimbursement program
- Work week that allows Friday afternoons off when working in-office